

## Message Text

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17

ORIGIN CU-04

INFO OCT-01 EA-09 ISO-00 USIA-15 /029 R

DRAFTED BY CU/EA:ABALL/DIHITCHCOCK

APPROVED BY CU/EA:DIHITCHCOCK

CU:JRICHARDSON(INFO)

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R 092257Z OCT 75

FM SECSTATE WASHDC

TO AMEMBASSY TOKYO

UNCLAS STATE 241448

E.O. 11652:N/A

TAGS: OEXC, JA

SUBJECT: POSSIBLE ETV PROGRAM ON CULTURAL EXCHANGE

AT KUILIMA LAST JUNE, ASSISTANT SECRETARY RICHARDSON DISCUSSED WITH YOSHINORI MAEDA, NHK'S YOSHIDA AND PBS' COHEN FORMER SENATOR FULBRIGHT'S INTEREST IN THE POSSIBILITY OF A SPECIAL PROGRAM FOR TELEVISION ON THE IMPORTANCE OF CULTURAL EXCHANGE. SENATOR FULBRIGHT HAD IN MIND THAT HIS JAPAN FOUNDATION AWARD MIGHT BE USED AS "SEED MONEY" FOR SUCH A PROJECT. IT WAS AGREED THAT NHK AND PBS WOULD PREPARE BRIEF CONCEPT PAPERS WHICH WOULD SERVE AS A BASIS FOR FURTHER PLANNING OF PROJECT.

COHEN HAS DISCUSSED POSSIBLE PROJECT WITH NUMBER OF POTENTIALLY INTERESTED PERSONS IN INDUSTRY AND CONTINUING EFFORTS TO FIND FINANCIAL SUPPORT. COHEN WILL HAVE TALKING PAPER TO PRESENT TO NHK REP DURING DELEGATION VISIT IN NOVEMBER.

ACTION REQUESTED: WOULD APPRECIATE POST QUERY YOSHIDA AND ADVISE US ANY PROGRESS IN DEVELOPMENT OF FIRST DRAFT CONCEPT PAPER. ALSO INFORM HIM OF COHEN'S INTENTION DISCUSS PROJECT WITH JAPANESE TV DELEGATION NEXT MONTH.

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KISSINGER

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## Message Attributes

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**Current Classification:** UNCLASSIFIED  
**Concepts:** n/a  
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**Decaption Date:** 01 JAN 1960  
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**Disposition Approved on Date:**  
**Disposition Authority:** n/a  
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**Review Date:** 15 OCT 2003  
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**TAGS:** OEXC, JA  
**To:** TOKYO  
**Type:** TE  
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